

2017 Scientific Research Project Call for Grant Notification: Improving Precision Care as a Catalyst for Promoting System-Level Improvements

Release Date: April 14, 2017

A Focus on the Issues: In recent years, several issues have emerged that are critical to defining future directions for the scientific projects that enable systems to use translational or implementation research to improve patient care. There exists a growing body of research that highlights the ineffectiveness of a 'one size fits all' approach to treatment. Research cited in the international weekly journal of science, *Nature*¹, revealed the limited reach of therapeutics, noting that of the ten most popular drugs prescribed in the U.S., some ultimately reach as few as one in 25 eligible patients.¹ Today's healthcare practitioners and their research counterparts remain accountable, but they are continuously challenged to understand myriad factors that influence a person's care: medical records, genetic profile, environmental & social background, and other elements. As a result, a majority of healthcare plans continue to be made with insufficient data, hindering a healthcare system's ability to address qualified gaps. Furthermore, it takes, on average, seventeen years for clinical evidence to fully integrate into practice; additionally, 20% of core information guiding clinical decisions changes within one year.²

The Project Challenge: Genentech is seeking to independently support scientific, translational research projects that utilize new learning models that will spark innovation and address unique personal circumstances in order to impact patient outcomes and promote system-level improvements.

Genentech Intends to Support: Up to 10 grants (up to \$500,000 each) with a focus in either oncology, Multiple Sclerosis, hemophilia A, or Idiopathic Pulmonary Fibrosis and other respiratory failures, that engage stakeholders to define value and leverage the tenets of improving the personalized care experience in order to catalyze system-level improvement and change.

The baseline problem can exist in a local geography, intra-institution/system, or in a national setting so long as the scientific project utilizes the most suitable intervention recommendations that meet the relevant system needs. (Recommended guidance for initiative planning can be viewed at the [Revised Standards for Quality Improvement Reporting Excellence, SQUIRE 2.0](#)). **Please note** that we understand the cultivation of systems-based or other partnerships takes time. We consider your grant submission to be an intended proposal based on progressing conversations, and, should scope changes be necessary after a grant approval, we are open to considering them.

Submissions that may be given higher priority: Preference will be given to organizations that frame the grant development and suggested learning implementation and outcomes assessment in the context of an improvement framework, such as the following:

- Identifying the nature and significance of the problem, demonstrating how the scientific project can help those who benefit
- Demonstrating how the scientific project will help participants form collaborative, sustainable solutions that adjust and/or rectify that problem

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- If relevant to the problem, reducing variation in the care of patients in a way that demonstrably and directly impacts patient care

Measuring Impact: Research indicates that there are two identified care decision processes: 1) care decisions made quickly and intuitively, and 2) care decisions that require a deliberate analytical approach to locate information that is not instantly recalled.³ To add complexity to the decision making process, healthcare has been reformed so that care decisions should be the result of team-based care—a collective planning process with the entire system including the patient—and not via an individual decision-maker. **As institutions continue to bear risk, preference will be given to scientific projects that frame the translational research and its potential implementation in a way that provides outcomes that are useful to the needs of an overall system(s).**

Genentech encourages the consideration of resulting outcomes that.⁵

1. Demonstrate how the grant was able to **change preconceived paradigms** around the identified problem
2. Demonstrate how the grant **corrected unanswered questions to improve unmet clinical needs**
3. Describe how the grant enabled **improvement toward a team science approach** (basic & applied scientists working together to achieve translational goals)
4. Describe how the grant enabled **ongoing research sustainability**

Please note that the identified translational research focus and the identified necessary participants drive the expected outcome. Not all of the aforementioned example outcomes are necessary or required. While these listed examples are identified within the CGN for descriptive purposes, all submitters may choose the outcomes, model(s) or framework(s) that is most appropriate for their particular plan.

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Instructions to apply:

Eligibility Criteria	<ul style="list-style-type: none"> • U.S.-based institutions that are able to (on their own, or in partnership with others) design and execute translational research • U.S.-based Translational Research Centers • Registered on the Genentech Financial Request System (gFRS) 	
Geographical Scope	<ul style="list-style-type: none"> • Educational initiatives must be U.S. based only 	
Submission Directions	Application Process	Deadlines
Step 1	Organizations who meet the eligibility criteria and are interested in submitting a full grant proposal response to this CGN may do so at funding.gene.com and select “Scientific Projects”. Organizations are asked to title the start of their grant with “CGN: [include your grant title]”	May 19
Step 2	Notification of decisions via email*	June 23
Step 3	Funded Project Start Date	No later than September 2017

* There have been no pre-determined approvals, nor any identified preferred educational providers. All submissions will be reviewed equally and thoroughly.

Purpose: As part of Genentech’s scientific mission, Genentech supports grants that aim to improve patient care by focusing on the improved application of knowledge, competence, and performance among healthcare professionals. This mission is achieved by supporting quality independent education that addresses evidence-based, bona fide gaps in accordance with the AMA, PhRMA Code, OIG and FDA guidance.

Notification: Genentech CGNs are made available through being posted on the online gFRS site (<http://funding.gene.com>)-In addition, an email is distributed to all registered gFRS users who have previously submitted an application for support of an independent education activity.

Genentech’s Grant Decision-Making Criteria: Please refer to the publicly available criteria, which can be found at <http://funding.gene.com>. Genentech is also committed to providing non-solicited grant support in all disease areas; however, a proportion of disease areas will have limited budgets outside funding allocated to support grant decisions related to CGNs.

Terms and Conditions

1. All grant applications received in response to this CGN will be reviewed in accordance with all Genentech policies and policy guidelines.

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2. This CGN does not commit Genentech to award a grant or to pay any costs incurred in the preparation of a response to this request.
3. Genentech reserves the right to approve or deny any or all applications received as a result of this request or to cancel, in part or in its entirety, this CGN.
4. For compliance reasons, and in fairness to all providers, all communications about this CGN must come exclusively to Genentech's Learning & Clinical Integration team. Failure to comply will automatically disqualify providers.
5. Failure to follow instruction within this CGN may result in a denial.

Transparency: Genentech, at its sole discretion, has the right to disclose the details of funded independent medical education activities, including those that may be required by federal, state, and/or local laws and regulations. This disclosure may include, but shall not be limited to, details of the activity and the grant amount. The information may be disclosed to the public in a manner including, but not limited to, disclosure on the Genentech website.

References

1. McGlynn, EA, et al. N Engl J Med 2003; 348: 2635-45
2. Balas EA and Boren SA. Managing clinical knowledge for health care improvement. Yearbook of Medical Informatics. 2000
3. IOM Report, 2013; HealthAffairs
4. [Br J Clin Pharmacol](#). 2012 Oct;74(4):614-20. doi: 10.1111/j.1365-2125.2012.04366.x.
5. MD, Caleb Stowell MDChristina Akerman. "Better Value in Health Care Requires Focusing on Outcomes." *Harvard Business Review*. Harvard University, 17 Sept. 2015. Web. 23 Mar. 2017.